May 1934

UEF news

Published by • UNDERWOOD ELLIOTT FISHER COMPANY • New York

Free Autos

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Mt. Rushmore

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Sales Standings

•

Comptroller's Department

SEZ WE

The idea of trying to get the other man's viewpoint, of trying to feel with and for all human beings, has been written, preached, sung and painted for a long time. But it cannot be repeated too often. For although it is so absolutely fundamental, there are still many people who don't seem to realize it is the basis of religion and ethics, of courtesy among men and peace among nations, of spiritual satisfaction and material success.

Getting the other man's viewpoint is the idea of the Golden Rule. It lies behind every act of politeness. It is the foundation of tolerance. It has a lot to do with success.

The person who is interested solely in himself not only fails to contribute to society, he also does not receive as much as he would if he were to turn his attention outward.

This has an important business application. It means that the salesman who thinks only about his gain from a deal isn't going to have so many deals to think about. It implies that good selling, like good living, depends on getting the other man's viewpoint.

For example, Herbert Hoover did not dissuade a German general from ousting the Relief Commission from Belgium by saying he thought it ought to be maintained in the stricken territory. Instead, he told the general that if the Commission were forced to give up its work, the general would go into history, not as a great military man, but as a butcher. Hoover knew that the most important thing in a soldier's life was a shining military record. And the Commission stayed.

Charles Schwab sold the Carnegie Steel Co. to J. P. Morgan not by telling him that Schwab or Carnegie wanted him to buy it. Rather, he saw to it that Morgan was at a dinner at which he, Schwab, was to speak. Then he painted the future of the steel industry in glowing terms. He knew Morgan wanted to make money. And Morgan bought.

S. S.

UEF news

VOL. 1 NO. 11

Stewart Schackne, *Editor*

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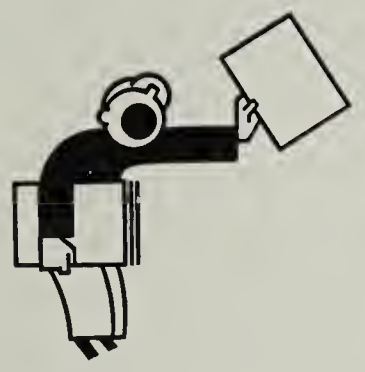
Puzzle ..... Inside Back Cover

"Nothing to do at the end of the month but mail." The familiar phrase, used in sales presentations of the Underwood bookkeeping machine, has been photographically illustrated by Lazarnick for this month's cover.



MAY
1934

The Month's Headlines

FREE AUTOS

¶ *Five salesmen are to be given cars for turning in the highest percentage of quota during three months.*

THE UEF salesmen's contest announced in a broadside last month has stirred much enthusiasm and aroused intense activity in the field. This is not to be wondered at for the prizes are highly attractive and are of greater value than any ever offered by the Company before.

Starting as of April first, the contest will end June thirtieth. It is based on percentages of quota sales attained by machine equipment and exclusive supply salesmen who are direct Underwood Elliott Fisher employees.

The five salesmen who achieve the highest percentages of their individual quotas for the three months of the contest will be awarded equal prizes. And what prizes! Automobiles—one to each winner—any make and any model up to a price of $750 delivered in the locality where the winning salesman works!

There is something really worth working for, something worth the exertion of extra effort. And there is no doubt that extra effort will be needed. The race will not be a walkaway for anyone. There are plenty of thoroughbreds in the field, outstanding performers whose known ability makes likely a neck-and-neck finish. It is stamina, perseverance and a relentless maintaining of the starting pace that will determine the final standings.

The rules of the competition are simple. There are only three besides those dealing with who may enter and the period covered—first, machine salesmen will compete against their individual machine quotas only; second, no prize will be awarded to anyone making less than 100 per cent of quota, and, third, winners will be decided on the basis of the General Offices official sales record.

Although no figures are available now to show how contestants are progressing, it is reported from several points that quota figures are being exceeded by many salesmen by very substantial margins. Next month UEF NEWS will name the leaders in the race for prizes.

Nesmith

The open road. Answer its call with one of the cars offered in the UEF contest.

MT. RUSHMORE

¶ *Underwood Elliott Fisher is aiding the project to sculpture a colossal group of historic figures.*

THE quiet of the Black Hills of South Dakota is broken these days by the sharp rattle and clatter of pneumatic chisels. From the summits of cliffs a corps of busy workers swing perilously in boatswain's chairs. Dressed in khaki shirts, breeches and boots, they appear to be engineers, but in reality they are artists. They are cutting tons of rock from the face of Mount Rushmore and are shaping the great mass of granite into a group of heroic sculptured forms.

Gradually, as the hard stone is carved away, the features of George Washington, Thomas Jefferson, Abraham Lincoln and Theodore Roosevelt will emerge in tremendous proportion from the mountainside. There they will remain for century upon century to arouse wonder and to stir admiration in millions of souls yet unborn.

The conception of this gigantic memorial to America's greatness was an act of soaring idealism and bold imagination. Its completion, under the direction of the famous sculptor Gutzom Borglum, will be a stupendous accomplishment. And to this accomplishment Underwood Elliott Fisher is lending substantial aid.

In addition to the sculptured representation of four of our country's most gifted leaders, the Mount Rushmore Memorial will include a concise history of the founding and growth of the nation. This story will be inscribed in letters thirteen feet high in the enduring rock.

When the Memorial was first projected, Calvin Coolidge was asked to write the text for the inscription. He was prevented from doing so by death. The Mount Rushmore Memorial Commission, therefore, decided to solicit texts from the entire population of the country with the thought that among so many contributions one would be found appropriate to so great an undertaking. An inscription committee was formed with President Roosevelt as chairman.

Now, in order to acquaint the American people with the plan for obtaining a memorial text, the co-operation of the large chain of Hearst newspapers has been secured. These papers have arranged an inscription competition and are offering prizes for the best manuscripts submitted.

To spread information concerning the competition still more widely, and to provide entrants with facts which should enable them to write better texts, the Underwood Elliott Fisher Company has donated part of its time on the Columbia Broadcasting System net work to the Memorial project.

The inscription committee has stipulated that the statement to be engraved on Mount Rushmore must tell of nine events in American history. So Underwood Elliott Fisher provided that on each of the last five *Voice of America* broadcasts for this season one of the designated historic episodes should be dramatized. It was felt that such a presentation would serve to convey to contestants a clearer picture of the events which they are to describe. Further, as an extra incentive to persons entering the inscription competition, the Company has offered twenty-two Portables as supplementary prizes to the Hearst newspaper awards. Texts submitted to Underwood Elliott Fisher by May 30 first will be judged to determine whether they are of sufficient merit to win one of the typewriters, then they will be forwarded to a judging group of the Mount Rushmore Inscription Competition Committee. Thus, every entry will have a double chance for a prize. Awards will be announced about July fourth.

Besides the material reward of one of the prizes there should, of course, be a tremendous personal satisfaction in composing the winning text. Its words will preserve, for periods of time beyond the average man's comprehension, the story of the United States of America. Underwood Elliott Fisher is glad to be able to assist in so splendid an undertaking.

An Author's Opinion Of Typewriting Ability

WALTER B. PITKIN, popular author who for some years has been telling people how to get the most out of living, maintains in his latest book that the typewriter is a real aid toward that end.

In the book—*More Power To You*, published by Simon & Schuster — he writes as follows:

"The ability to use a typewriter saves more time and energy than skilled operation of any other common instrument. Every child over twelve and every adult should know how to type. For the value of typing goes far beyond its obvious uses. It not only develops the basic dexterity of co-ordinating eye-finger and eye-hand movements. It also forces attention upon language, which is a mind-tongue dexterity. Particularly if pursued with a clear idea of developing its extra values, typewriting improves habits of vocabulary, grammar and clear, precise expression in written words. Young people could probably profit greatly by typing two pages a day of anything at all, provided each daily passage included a different vocabulary and different manner of expression. First, they should type copies of passages from any books, newspapers, or magazines. Then they should rewrite the copy using only half the original number of words, but keeping the main points. Any form of precise writing by typewriter is extremely useful in developing the major skills of eye-finger and mind-tongue co-ordination.

"When typing, hold your body upright. Strike the keys lightly and rapidly. Many people achieve easily a speed of six to eight strokes a second. Work steadily and at as regular a speed as you can. Frequent stops waste energy. In ordinary typing, such as copying, learn to do the work automatically so long as you are not trying to build up vocabulary, improve grammar, and the like. Concentration of attention in typing promotes fatigue. Learn the touch system, of course."

This statement has the weight of authority. Prof. Pitkin has been a member of the department of philosophy at Columbia University and at present is teaching journalism at that institution. He was American managing editor for the 1914 edition of the *Encyclopedia Britannica* and was for some time a member of the editorial staff of the *New York Tribune*.

Other works of his include *The Psychology of Achievement*, *Life Begins at Forty*, and *The Psychology of Happiness*.

STANDINGS

¶ Districts, branches and thirty salesmen will be rated in a feature to be printed regularly in UEF NEWS.

ON the opposite page there appears for the first time a feature which will be published regularly hereafter in UEF NEWS and which should be a matter of live interest to the field. It is the relative positions, from the standpoint of sales, of all Underwood Elliott Fisher districts and branch offices and of the thirty leading salesmen in the United States.

Rankings are given both for the last month for which figures have been completed—March, in this instance—and for the year. The relative standings are computed by the sales statistical division of the General Offices on the basis of percentages of quota.

In computing district and branch office percentages both machine and supply sales are used, while in the case of the leading salesmen machine quotas alone are taken into consideration. The branch or sub-branch in which each of the leading salesmen work also is shown.

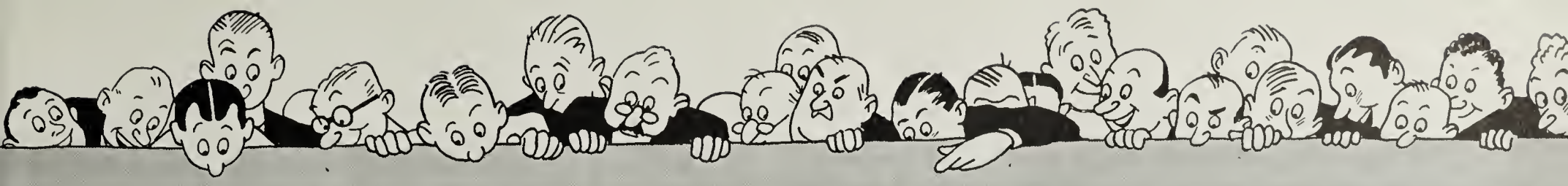
In March the salesman who obtained the greatest percentage of his quota of business for the month was E. C. Atkerson of Birmingham. He was followed by J. B. Paltz of the Syracuse, N. Y., sub-branch and E. C. Mawley of the New York accounting machine division.

A. M. Labatt is leading all UEF salesmen in the percentage of individual quota sold for the first three months of 1934. Mr. Labatt is with the Minneapolis branch. E. C. Wasserman of Toledo is second in the year-to-date ranking, followed by W. J. Modrack of Detroit.

Leading the list of branches for March is the Washington typewriter division office. Apparently all UEF representatives in the capital are working hard these days for the Washington accounting and adding machine division office occupies second place in the ratings. The Birmingham branch is listed third for the month. The same offices lead in the same order for the year to date.

The Central District is out in front in regard to the percentage of sales quota obtained in March, while the Southern District stands second and the Eastern District third. In regard to the percentage of quota obtained during the first three months of the year, the New York District, typewriter division, is ahead, followed, in the order named, by the Eastern District and the Southern District.

Rankings for April and for the first four months of the year will be published in the June issue of this magazine. They will appear then, and in subsequent issues, on the inside back cover.



DISTRICT STANDINGS

MARCH

Central
Southern
Eastern
New York (Type.)
New York (Add.)
Western
Pacific
New York (Acc'tg.)
Atlantic

THREE MONTHS

New York (Type.)
Eastern
Southern
Central
Pacific
Western
New York (Add.)
Atlantic
New York (Acc'tg.)

BRANCH STANDINGS

MARCH

1. Washington (T)
2 Washington (AA)
3. Birmingham
4. Seattle
5 Cincinnati
6. Detroit
7. Atlanta
8. New Orleans
9. Houston
10. Cleveland
11. Columbia
12. Des Moines
13. Dallas
14. El Paso
15. Butte
16 New York (T)
17. Indianapolis
18. Green Bay
19. Milwaukee
20. Boise
21. Memphis
22. Hartford
23. Louisville
24. Pittsburgh
25. New York (Add.)
26. Springfield, Mass.
27. Nashville
28. Akron
29. Baltimore
30. Spokane
31. Charlatte
32. Chicago
33. Grand Rapids
34. Youngstown
35. Omaha
36. New York (Acct.)
37. Minneapolis
38. San Francisco
39. Phoenix
40. Salt Lake City
41. Sacramento
42. Los Angeles
43. Rochester
44. Harrisburg
45. Oklahoma City
46. Peoria
47. Denver
48. Buffalo
49. Richmond
50. Boston (T)
51. Davenport
52. Philadelphia
53. Jacksonville
54. Portland, Ore.
55. San Diego
56. Toledo
57. St. Louis
58. Albany
59. South Bend
60. Kansas City
61. New Haven
62. Allentown
63. Newark (AA)
64. Providence
65. Rockford
66. Scranton
67. Boston (A)
68. Portland, Me.
69. Fresno

THREE MONTHS

1. Washington (T)
2. Washington (AA)
3. Birmingham
4. Cincinnati
5. Columbus
6 New Orleans
7. Toledo
8. Detroit
9. Seattle
10. New York (T)
11. Spokane
12. Houston
13. Nashville
14. Butte
15. Hartford
16. Salt Lake City
17. Atlanta
18. Dallas
19. Baltimore
20 Memphis
21. El Paso
22. Des Moines
23. Springfield, Mass.
24. Jacksonville
25. Pittsburgh
26. Charlotte
27. San Diego
28. Richmond
29. Milwaukee
30. Rochester
31. Boston (T)
32. Portland, Ore.
33 San Francisco
34. Minneapolis
35. Cleveland
36. Omaha
37. Green Bay
38. Harrisburg
39. New York (Add.)
40. Sacramento
41. Oklahoma City
42. Chicago
43. Grand Rapids
44. New York (Acct.)
45. Los Angeles
46 Denver
47. Boise
48. Fresno
49. Phoenix
50. Providence
51. Indianapolis
52. Philadelphia
53. Louisville
54. New Haven
55. Akron
56. Albany
57. Kansas City
58. St. Louis
59 Youngstown
60. Allentown
61. Newark (AA)
62. Peoria
63. South Bend
64. Davenport
65. Portland, Me.
66. Buffalo
67. Rockford
68. Boston (AA)
69. Scranton

SALESMEN'S STANDINGS

MARCH

1. E. C. Atkerson — Birmingham
2. J. B. Platz — Syracuse
3. E. C. Mawley — New York
4. H. G. Colclough — Lansing
5. J. C. LaBorence — Chicago
6. J. F. Grady, Jr. — Washington
7. F. A. Andrews — New York
8. A. W. Johnson — New York
9. H. R. Helwig — Washington
10. B. J. Wagner — Akron
11. J. T. Lafferty — New York
12. G. H. Werner — New York
13. T. E. Hannan — Cleveland
14. H. R. McRaven — Cincinnati
15. R. S. Albert — Detroit
16. I. Smith — Detroit
17. E. C. Clewell — Chicago
18. H. J. Method — Green Bay
19. A. L. Grannum — New York
20. H. R. Hornung — Detroit
21. F. L. Bredimus — Des Moines
22. W. C. Berg — Pittsburgh
23. H. R Coronway — New York
24. W. E. Phillips, Sr. — New York
25. J. H. Kain — Detroit
26. H. D. Fair — Milwaukee
27. O. M. McCracken — Terre Haute
28 R. R. Franks — Seattle
29. M. P. Coleman — Great Falls
30. M. V. Pierce — Louisville

THREE MONTHS

1. A. M. Labatt — Minneapolis
2. E. C. Wasserman — Toledo
3 W. J. Modrack — Detroit
4. R. M. McClcary — New York
5. E. C. Atkerson — Birmingham
6. W. E. Phillips, Jr. — New York
7. H. R. Helwig — Washington
8. J. F. Grady, Jr. — Washington
9 J. B. Paltz — Syracuse
10. W. W. Francis — Washington
11. W. C. Berg — Pittsburgh
12. J. C. LaBorence — Chicago
13. J. S. Larson — Albany
14. J. T. Lafferty — New York
15. G. H. Werner — New York
16. B. B. Horwitz — New York
17. E. C. Mawley — New York
18. H. G. Colclough — Lansing
19. I. Smith — Detroit
20. E. C. Clewell — Chicago
21. W. L. F. Hosford — Detroit
22. F. C. Diedrich — Washington
23. A. N. Gaw — SanFrancisco
24. A. Tirabassi — New York
25. A. W. Johnson — New York
26. F. L. Bredimus — Des Moines
27. D. H. Hemsworth — Springfield
28. E. A. Heberg — Chicago
29. A. W. Liebes — Albuquerque
30. G. R. Hornung — Detroit

Blank & Stoller

E. R. Baines, Comptroller of Underwood Elliott Fisher Company.

COMPTROLLER'S

This interesting article explains how orders are cleared, bills issued, statistics prepared and payments made in our Company.

THE salesmen in the field get the orders; the Comptroller's Department puts them on the books; the factory executes them, and the Treasurer's Department makes the collections.

This statement is overly simplified but it gives an intimation of the role the Comptroller's Department plays in our Company and of its position in relation to other departments. It does not, however, by any means tell the whole story.

More accurately, the Comptroller's Department keeps the accounts and is the fact-finding agency of the Company. It is the fount of statistical data. It provides the basis of primary information on which other divisions of the Company may act. Its very name arises from the fact that the figures it furnishes *control* the plans and decisions of the Company's executives.

As an example of this department's work there may be mentioned the analyses of orders received from the field that are sent to the Company's executives each morning. These daily reports contain comparative figures covering all orders obtained the preceding day, total orders for the month to date, total orders for the year to date, comparative figures for the preceding month and year, and percentages of increase or decrease. The reports are made not only for unit sales but also for dollar-volume and for billings. Totals are broken down into domestic and export sales, sales by divisions, sales by products, and sales by districts, with percentages of quota.

It can be readily seen that if plans are being considered in the executive department of the Company for the installation of new machinery in the factories, the construction of a new building or the launching of an advertising campaign, such daily *comparative* figure-facts will reveal the advisability of the contemplated action.

Besides reports to officers of the Company, the Comptroller's Department also is responsible for the preparation of all figures for public financial statements such as those made to the New York Stock Exchange.

The making of such reports represents a broader aspect of the Department's duties. The more specific duties are many and can perhaps best be described by reference to the Divisions which comprise the Department.

Order Entry

The Order Entry Division receives all orders from branches for stock equipment and for sales. Accounting and adding machine orders to be filled from the factory are written on factory equipment requisitions in sixteen copies. Seven copies are sent to the factory and those remaining are used in the Comptroller's Department for billing, statistical and commission sections, order entry file copy, Sales Department, Service Department and branch office. On accounting and adding machine orders to be filled from branch office stock, the factory copies are eliminated. Requisitions for typewriters are prepared in eleven copies, eight of which are sent to the factory and the rest used in the Comptroller's Department. Eight Elliott Fisher writing machines are used for typing factory equipment requisitions.

The users' record for all accounting, adding and Fanfold machines also is prepared in this Division on an Elliott Fisher continuous form machine. The record is written in five copies, two of which are sent to the branch and three to the General Sales Department.

Billing and Receivables

Perhaps the most important Division, since it is the source of revenue, is Billing and Accounts Receivable. Here every possible precaution is taken in handling all billing media so that invoices when mailed will be correct and in accordance with the wishes of customers.

Billing papers covering sales of typewriters and supplies are first checked for accuracy as to list prices, discounts, trade-in allowance, and net charge. Billing papers covering maintenance and service charges are received from the General Service Department. All these papers are arranged alphabetically and according to districts and ledger control by clerks each of whom is responsible for certain districts. They next are checked with customers' card files to ascertain the special billing requirements of individual customers, and after such requirements are noted, the papers are ready for billing. In the case of accounting and adding machine sales and all machines sold to foreign dealers, billings are made from a copy of the equipment requisitions.

An average of 40,000 sales and service invoices are issued by this procedure each month, requiring the services of fourteen billers using Underwood Fanfold machines. Domestic invoices are made in eight copies. In the case of foreign sales as many as sixteen copies are made, depending on export requirements and the needs of the agents. Foreign billing, incidentally, is handled by two additional clerks using Elliott Fisher billing machines. Still other clerks handle invoices for customers who require billing on their own forms.

After billing, all invoices are checked with the billing papers as still further assurance of their accuracy.

Accounts Receivable are taken care of by fourteen posting clerks on Underwood Bookkeeping machines model 3/14. The total postings average about 64,000 per month with approximately 37,000 active accounts, not including the installment accounts which are kept by the Treasurer.

Trial balances for all ledgers are prepared each month, the totals checked with the General Ledger and then forwarded to the Treasurer's Department.

Sales and Cost Distribution

Sales and cost distributions are made from copies of invoices and from equipment requisitions. From the second copy of the invoices, sales are distributed into sixty-odd classifications. Domestic invoices as well as all invoices covering

DEPARTMENT

foreign sales are posted daily and form the basis of the daily report to the President and to the General Sales Department.

At the end of the month the results so obtained provide the General Ledger Division with the total units of each product sold, the total charge to Accounts Receivable, the total amount of discount, total rental and service revenue, and the net sales billed. This really constitutes a Sales Journal.

Sales invoices are separated by sales classification, the net sales on each invoice is calculated and then posted to columnar sheets. There is a separate sheet for each classification and also for each district showing every branch and sub-branch. Final figures on these subledgers must agree with the sales journals given to the General Ledger Division and are the basis of the "903 reports" to branches and of managers' commissions.

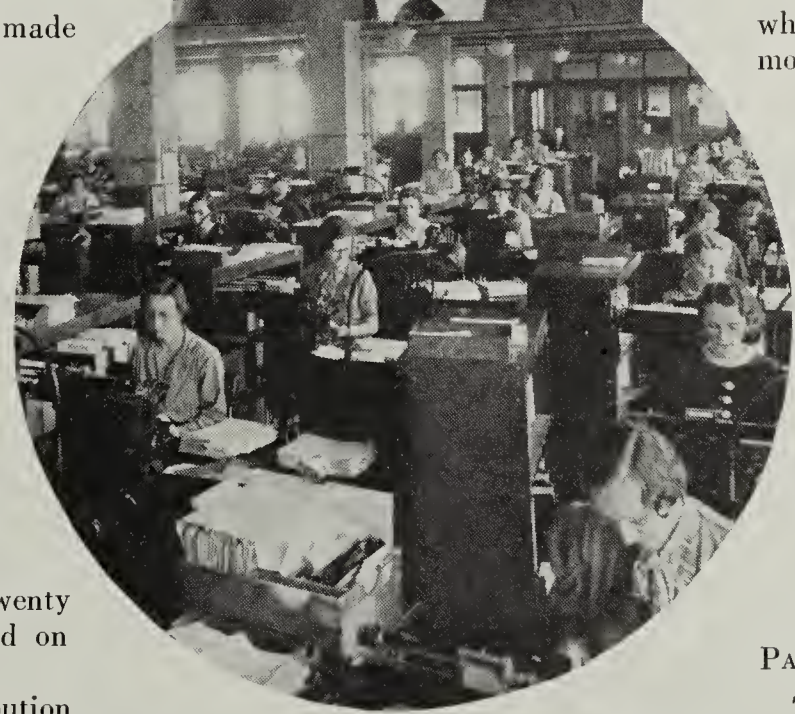
Service invoices are tabulated by branches and sub-branches and are the basis of the "905 reports" and managers' commissions. These operations are tabulated on Elliott Fisher CAX4AE machine equipped with twenty 7D registers and one 8D register.

Expense Distribution

Branch Expense Distribution is made from copies of branch petty cash vouchers, accounts payable vouchers, sales invoices, payroll distribution, requisitions covering parts and supplies shipped to branches and stationery shipped by the Printed Stores Division. This expense data is tabulated on a columnar form, a sheet for each branch and sub-branch, by account classification, and is the basis for the "903 reports" and "905 reports." These must agree with the total expense as shown by the General Ledger. Two Elliott Fisher CAX4AE machines with twenty 7D and one 8D registers are used on the expense distribution.

The Sales and Expense Distribution Divisions issue monthly to the executives, district managers and branches six reports totaling 3600 copies. These reports necessitate the computation of about 15,000 percentages. All sales and expense reports are mailed between the fifth and twentieth of each month.

The billing division. Formerly each branch did its own billing. Now the operators shown above issue 40,000 invoices monthly.



Nesmith

Above, top to bottom, H. L. Junge, assistant comptroller; E. J. Riis, assistant comptroller; W. J. Evert, purchasing agent, and a view of the bookkeeping division.

Inventory

This Division keeps inventory control records for each branch and warehouse on typewriters, accounting machines, adding machines, supplies and coupons. At the close of each month's business a sales recapitulation, showing invoice number and classification of all typewriters sold, is prepared and mailed to each branch. Control is also kept on all property accounts for the General Offices and branches, and statements are issued every month showing each classification of property, the additions and disposals during the month, gross values, depreciation and the net book value.

This division issues a total of ninety-four reports, totaling 300 copies, all of which are completed by the tenth of the month.

Commission

The Commission Division computes all commissions from copies of the sales invoices covering typewriters, adding machines and supplies, and from the factory equipment requisitions for accounting machines. Commissions are posted to a salesmen's ledger containing 1100 active accounts, making at the same operation a copy of the commission statement for each sales agent, salesman and branch manager, with a proof sheet.

Payroll

The Payroll Division handles the payroll for the General Office and branches. For this purpose an employees' ledger involving 3000 accounts is maintained. Payroll checks are issued semi-monthly

In The Camera's Eye

George Bender snapped the picture above of three men with the Allentown, Pa., branch. Left to right, they are Service Foreman W. E. Gring, J. H. Bender and Branch Manager W. B. Schiebel.

Graduates of a Sundstrand course conducted by C. L. Balsbaugh of New York in San Francisco are shown above. They are, standing, Branch Manager J. C. Young, E. Johnson of Los Angeles, Service Manager R. T. Rinehart, Pacific District Manager W. M. Coffman, Assistant Branch Manager William von Hacht, Tom Carphin of Denver and Mr. Balsbaugh; seated, R. E. Mowery, Seattle; T. W. Rowley, Salt Lake City; George Baker, Portland; A. C. McCafferty and Arthur Reck.

Left, bathing beauties pose on the giant Underwood typewriter at Atlantic City to show its size. The huge machine is now being operated again. *Story on page thirteen.*

The smiling group below was photographed on the deck of the steamship President Pierce *on the occasion of J. L. Hoyt's sailing from New York to California to become San Diego branch manager. Left to right, they are W. G. Turquand, Mr. Hoyt, W. F. Oswald, H. J. Crewdson and W. D. M. Simmons.*

Acme

You've often heard the expression, "A dog's life." Well, Gretchen, a four-year-old police dog from Washington, D C., is writing her biography on an Underwood and you'll soon know the exact meaning of that phrase. She is shown giving the fine points of typewriting technique to her son, Judge.

and are prepared on a schedule so that they are mailed in time to reach their destinations on the fifteenth and thirty-first of each month.

A complete file, comprising organization changes, application forms, contracts and rate card with complete data, is kept for each employee of the General Office, for each employee, both sales and service, in the field, and for employees of all affiliated companies.

This division also compiles the Company Directory and records income tax data, both federal and state, for mailing annually to every employee.

Accounts Payable

The Accounts Payable Division keeps track of all vendors' invoices and of petty cash vouchers from the various branches. Petty cash vouchers are recorded on petty cash cards, one for each branch, arranged alphabetically. Each voucher is audited for total and classification of expenses and to ascertain whether it bears the branch manager's approval and is receipted by the payee. If received in the morning, it is paid the same day.

As vendors' invoices are received, they are numbered and entered numerically on an invoice record. At the same operation the invoice is also recorded on a vendor's card and proof sheet.

The invoices are forwarded with the proof sheet to the Purchasing Division for approval as to order number, quantities and price. The approved invoice then is returned to the Accounts Payable Division and the data entered on the invoice record. Such invoices are paid in accordance with the terms specified. To facilitate observance of discount dates, stickers are attached to the invoices with the discount date noted. Net bills are put in an alphabetical file and paid within the thirty-day periods.

Vouchers are issued in four copies—original check, copy of check, and two copies of the voucher—on an Underwood check writer.

Approximately 3000 vouchers are taken care of monthly together with branch correspondence pertaining to petty cash vouchers. Within an hour after the close of the month's business, the proper entry for the General Ledgers Division is ready.

Taxes

Another responsibility of this Department is preparation of state, county and city tax data. This information is obtained from copies of sales records, inventory controls and financial reports. The tax report is then forwarded to the Treasurer to be typed, executed and mailed.

Also, the Division makes up branch office expense bogey percentages. This requires a great amount of detail inasmuch as each expense account for each branch must be analyzed and consideration given to the relation of the actual sales to quota sales, since all expense bogies are based on 100 per cent of sales quotas.

General Ledger

The General Ledger Division controls the general ledger and prepares the monthly statements—that is, balance sheet, summary of financial operations and detail of gross sales billed.

All entries to the general ledger originate in the Comptroller's Department, except those affecting cash which are prepared by the Treasurer.

In order to facilitate closing of the general ledger, a schedule is compiled showing the entries prepared by each Division in the Comptroller's Department and the date that each entry is due. This schedule is checked daily to eliminate any delay in the preparation of necessary entries.

Entries are posted as received. The routine in each Division is so set up that the final entry is received and posted by the third day of each month and the balance sheet and report of financial operations completed on the *fourth working day* after the close of the month. The quick closing is made possible thru the use of Underwood Elliott Fisher equipment.

Factory Accounting

Another very important function of the Comptroller is the control of factory accounting as it is most essential that cost of our product be properly recorded and intelligently regulated. General accounting shows the total profit or loss of the business, but the basis of a correct report of the financial operations of a company is the correct cost of its shipments. Inaccurate factory costs result in managerial policies based on erroneous information.

The control of factory inventories is kept in New York on the general ledger. This control is subdivided at the factory into these classifications:—raw stores—production, raw stores—supplies, work in process, finished stores and complete group stores. The last three sub-ledger accounts are further subdivided to show the value for each classification of product—that is, typewriters, portables, accounting machines. Each of the various sub-ledger accounts is carried so as to show at all times the value of the material, labor and overhead. The indirect labor and material, or overhead, is subdivided into sixty-two accounts, thereby providing a control in detail of all expense outlays.

In addition to providing the management with the correct cost of shipments, it is also necessary that accurate information be compiled concerning all capital investment such as machinery, tools, moulds, jigs, punches and dies and shop equipment.

Purchasing

General Office Purchasing is another duty of the Comptroller's Department. The purchasing of all stationery and supplies for the General Offices and branches and of tools and supplies for the General Service Department is done here. Requisitions in duplicate, serially numbered, are received from the various departments. After a satisfactory price has been quoted as the result of bidding by vendors, the purchase order is ready to be placed. The original of the requisition is filed in the Purchasing Division and the duplicate is returned to the issuing department to indicate the order has been placed.

Using an Elliott Fisher double-barrel cross-feed machine, the purchase order is issued in five copies—original to the vendor and copies for invoice and follow-up, statistical, cost and receiving.

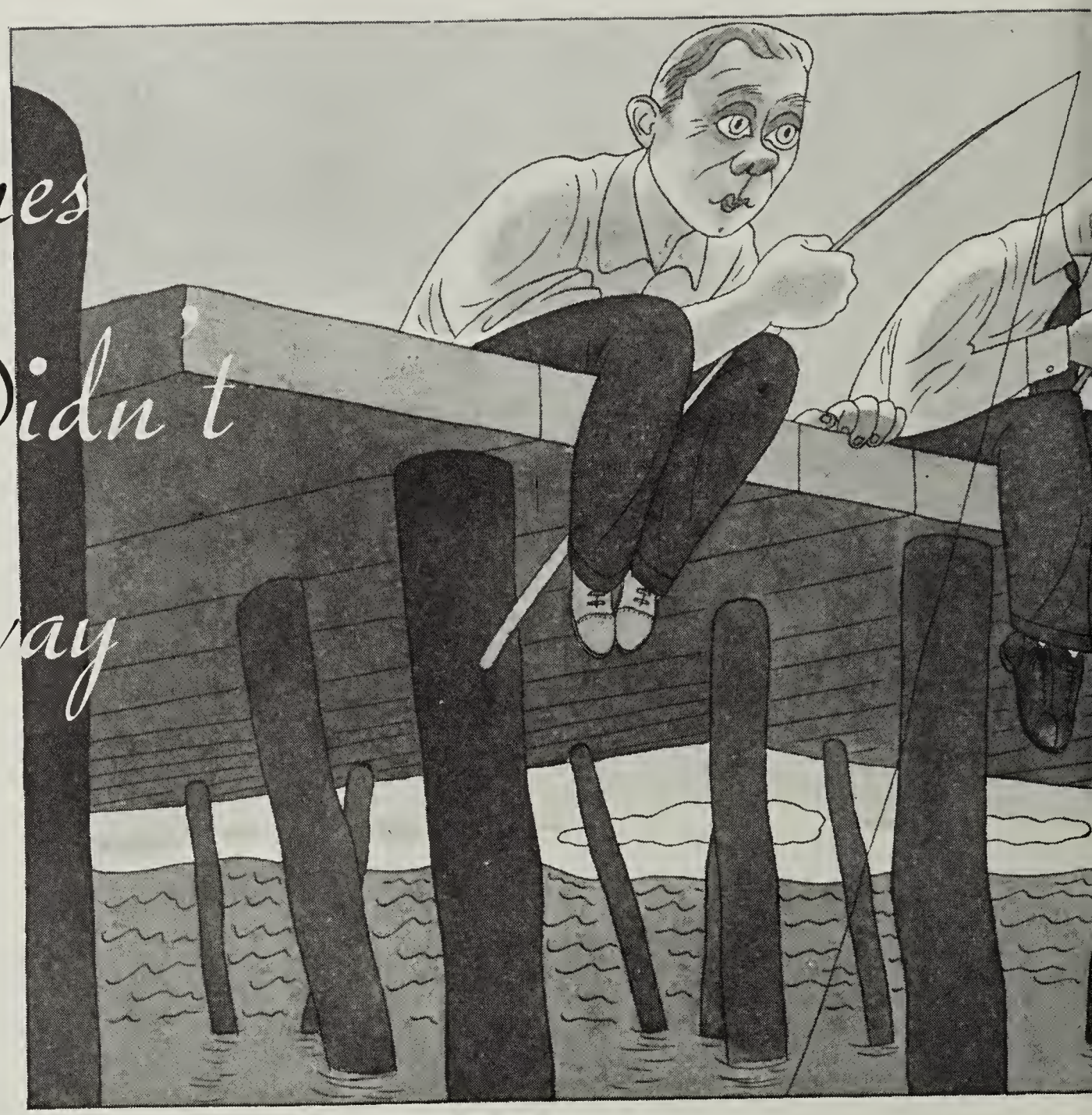
Personnel

The Department's personnel numbers 170. There is a head to each Division reporting directly to Assistant Comptrollers H. L. Junge, G. M. Carl, E. J. Riis and C. J. Sourbier and Purchasing Agent Mr. W. J. Evert. During the past two years Mr. Sourbier has devoted his efforts to the field.

Employees in the Comptroller's Department put forth every effort to be of service to the sales staff in the field. It is on maintaining the spirit of co-operation between the field and General Office organizations that our mutual success and happiness depend.

Above, Sales and Expense Distribution Division.

The Ones That Didn't Get Away



These men knew the selling season is always open, so they went out and caught big orders

From left to right, the expert anglers are M. V. Pierce, E. C. Atkerson, E. N. Auger, Jack Tench and Harry Tennyson.

Tench

A DEAL which had the thrills of one of those last-minute, hair-raising rescues in a melodramatic movie was closed recently by Jack Tench of the Buffalo branch.

Mr. Tench was out exploring for prospects one day and dropped into the offices of the Buffalo General Electric Co. Picture his surprise and dismay to discover that this business firm was on the verge of trading in one Underwood typewriter and six competitor typewriters on seven new machines of a second competitor make.

The onrushing express train was only a few hundred yards from the fair maiden tied to the tracks (by which metaphorical expression it is meant that the typewriter deal was virtually closed) when Tench of the UEF Marines came galloping over the horizon.

He began at once to show the prospective purchasers the inadvisability of the step they were about to take.

The competitive product which was being considered was one that has been on the market a comparatively short time, but the salesman apparently had persuaded the customer that this machine combined the advantages of every other make.

Against this argument, Mr. Tench maintained that the Underwood was a tried and proved product about whose quality there could be no doubt, whereas if the company bought the other make it would be embarking on more or less of an experiment.

Good salesmanship saved the day. Hero Jack Tench untied the fair maiden in the nick of time and there was a happy ending centering about the signing of an order.

Auger

ONLY a short while before a motor sales firm in Boston came into the market for accounting equipment it sold two delivery trucks to the Boston branch of an Underwood Elliott Fisher competitor. When the accounting machine business came along, this competitor quite naturally considered the order "in the bag."

Another UEF competitor heard of the deal, however, and, learning of the particular situation which prevailed, insisted that the motor sales firm try a certain model of theirs which was offered at fifty per cent discount.

Thereupon E. N. Auger, salesman with the Boston accounting machine division, set himself to prove that the Underwood Universal model 2/26 with nine registers was the machine which actually was best suited to the firm's work. He pointed out the advantages of the line audit proving each invoice and of the distribution by means of the built-in registers. He stressed the matters of low upkeep cost and the excellence of UEF service.

This intelligent presentation overcame the long lead which the two competitors had in the deal by reason of the cut price and the truck sale, and Mr. Auger received the order.

Tennyson

RETURNING from a visit to his farm in Doniphan County, Kans., Vice President Eylar stopped at the Kansas City branch early in April. While at luncheon with members of the Kansas City organization, he mentioned he had just made some rather large purchases of equipment for the farm.

Harry Tennyson, sub-branch manager at St. Joseph, Mo., in whose territory the farm is located, asked Mr. Eylar to what firm he had given his business. It so happened that the company was one which Mr. Tennyson knew to be a prospect for an adding machine.

Without delay Mr. Tennyson got the head of the company on the telephone and gave a sales talk. He then turned the instrument over to Mr. Eylar and the Kansas City staff had the opportunity of seeing the Vice President in Charge of Sales obtain an order for an Underwood Sundstrand.

Pierce

DOWN in Louisville they're claiming that *The Voice of America* broadcasts have come in louder there than anywhere else.

And here is why:—

M. V. Pierce, accounting machine salesman, had made many calls on the comptroller of the largest and oldest flour mill in Louisville in an attempt to sell some equipment. The comptroller's interest was aroused but he told Mr. Pierce that he felt the time was not propitious for approaching the management on the subject of machine bookkeeping.

Mr. Pierce kept right on calling, nevertheless, and a few days after one of his calls he received a telephone message that the vice president of the mill wanted to see him.

An interview was arranged and the vice president told Mr. Pierce he had heard the UEF radio program and wanted to know how our products could be applied to the mill's accounting work. Mr. Pierce answered his questions and two days later closed a sale in the amount of more than $1200.

Atkerson

IT'S an ill wind — — —

On a Saturday in March fire broke out in the department store of Loveman, Joseph & Loeb, one of the largest in Birmingham, Ala. Whipped by a sharp cold wind, it quickly gained headway and soon the entire building was ablaze. A large crowd gathered to watch the spectacle and to witness the heroic but futile efforts made by the Birmingham fire department to prevent the total destruction of the store and its contents.

Among the most interested spectators was E. C. Atkerson, accounting machine salesman with the Birmingham branch. Although he was appalled to contemplate the terrific loss which was going on before his eyes, he realized that the misfortune opened an opportunity for him. He knew that in the fierce conflagration, among burning beams and falling floors, office equipment was being twisted and crushed and charred. So, almost before the blackened wreck had cooled, he was in touch with store officials.

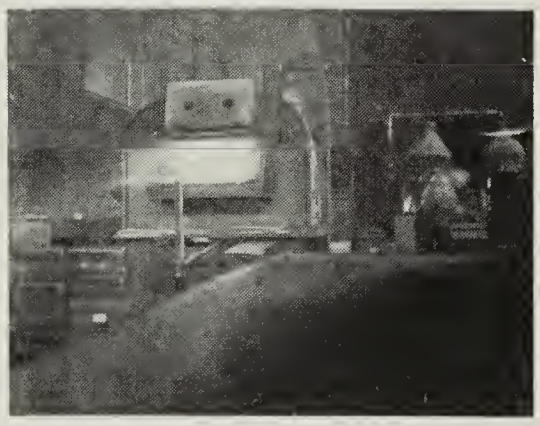
As they had used some UEF equipment before, he did not have any difficulty in obtaining a hearing. In the first conference he made arrangements to put an emergency installation of Elliott Fisher accounting machines in whatever temporary offices the store would open the following Monday. Needless to say, this prompt offer was appreciated, and although competitors soon came flocking, they all received negative answers to their propositions.

Mr. Atkerson's rapid service, plus satisfactory previous experiences with UEF products, resulted in an order amounting to more than $7000.

A Visit to Hartford

We watch men at benches.

In a bath of oil, they whittle screws.



A furnace in the hardening department.

Large amount of power consumed.

In part II of this story of a trip through an Underwood Elliott Fisher factory, some of the special machinery and painstaking processes used in the manufacture of our typewriters are described

THERE is no foundry at the Hartford factory of the Underwood Elliott Fisher Company since foundry work usually is accompanied by soot and dirt, and the presence of such materials in the air is obviously undesirable in a plant where fine machinery is made. Therefore, although practically every other part that goes into Underwoods is made in the plant itself, castings are purchased from outside manufacturers.

This is true, for example, of the castings which comprise a typewriter frame, the part we next decide to see assembled in our inspection of the works.

Although the frame of the Standard machine looks as though it were made in a single piece, and although no seam is anywhere visible on it, actually it is made of five castings fastened together with taper pins and screws.

We watch men at benches as they join the separate parts. After they hammer in the pins and drive home the screws, they pass the frames along to workers at specially designed milling machines.

When a frame is fastened in the proper position in one of the milling machines, high speed cutters move forward automatically and shear away parts of the metal as smoothly and easily as though it were cheese. The corners of the frame are rounded off, and the heads of the screws and ends of the taper pins are completely obliterated. During this process curls of smoke arise from the iron.

Following the frames on their journey, we go to another department where they are to be rust-proofed and japanned. Before receiving these protective treatments, however, they are freed from dirt with a spray of compressed air and are further cleaned with benzine.

The rust-proofing is a very important process and is a further illustration of the constant efforts of the engineering department to increase the durability of Underwood machines. Its purpose is to insure preservation of the metal even if moisture should enter beneath the outer coatings of japan.

After rust-proofing comes the japanning. This is most interesting to watch. A workman stands before a large vat of jet black lacquer and dips a frame in the liquid. Then he hangs it on a rod above an inclined metal apron which catches the drip and causes it to flow back into the vat.

It is only the first two coats of japan that are applied in this manner, however. Subsequent coats are sprayed on and are hardened by baking. Between successive coatings a frame is rubbed like a piece of fine furniture.

Further machine operations, again on specially designed machines, finish the seats on the frame where the segment, way-rods and tabular frames are later attached in the process of assembling. Holes must then be drilled in the frame to admit screws for holding internal elements of the typewriter. The machines which drill these holes are, to the casual observer at least, the most wonderful in the whole factory. They were designed by engineers of the Hartford works, were built especially for Underwood Elliott Fisher and were only recently installed. In operation, the frame is located firmly in a "jig" and the key bracket put into place, being located in accurate relation to the segment seat. Then, firmly clamped, both frame and key bracket in the "jig" are slid onto a heavy arm extending from the machine. The arm is swung forward and suddenly, from every direction and in every plane, spinning drills stab into the metal and pierce it in thirty-four places. Every screw and pin hole needed in the frame is thus made in the space of a few seconds.

Another machine, standing beside the drilling machine, similarly reams and taps all the holes (in other words, threads them) in a single operation. Both these machines are independently

powered—that is, each one of their whirling spindles is driven by an individual electric motor.

The advantage of these machines, besides the apparent one of saving time and labor, is that they make possible micrometric precision of manufacture. The relative position of the different screw holes in one frame is exactly the same as their position in any other frame, and the key-bracket is firmly screwed and doweled in place before the finished frame is removed from its "jig."

We next go to the blanking department where various light parts are stamped out of sheet metal. We stop beside one mechanical monster whose steel jaws are biting key levers out of a strip of metal some ten feet long and about eight inches wide. Relentessly it champs away — *blang-blang-blang-blang.*

The stock moves into its maw in short automatic jerks, and with each *blang* another key lever is punched out and falls into a box below.

A little further on we see a machine stamping other parts from copper-coated steel that is loosely rolled up and looks like a greatly enlarged watch spring. It is key caps that are being made here, and there is something almost hypnotic in the motion of the oiled pistons that slide down with sleek power to punch the pieces from the metal.

In this department there also are machines designed by UEF engineers and made especially for our Company. Such, for example, is a press which performs four successive stamping operations. Here, by a marvelous arrangement of cams and eccentrics, key rings are passed along from die to die and given final shape without intervention of human effort.

Leaving this department we are shown one of the automatic screw machine departments. We are almost as much amazed by the great number of screw machines as we are by what they do. Standing at one end of the room where they are located, we see them, standing so close they almost touch one another, stretching away in an unbroken row for a quarter of a mile. Working in a literal bath of oil, they whittle screws no longer than the breadth of your finger nail from steel bars ten feet long.

After we have satisfied our curiosity about this department, Mr. Foulkes, our guide, leads us back to the office of Assistant Works Manager Goodale. It is well he does lead us, too, for the factory is so vast that a person unfamiliar with it might easily lose his way.

The next conductor assigned to us by Mr. Goodale is Division Superintendent Joseph Cooper. In reply to our question, Mr. Cooper explains that his is the machining division where the job is "to make parts so they will fit together."

"You see," he says, "the same parts in different machines must have identical measurements so they will be interchangeable—so you could, for example, take a part out of one Underwood typewriter and put it in another and it would fit exactly. To do this, we keep variations of dimensions to 1/1000th of an inch or less."

It goes without saying that such accuracy requires the greatest skill and care as well as gauges capable of the finest adjustments.

Under Mr. Cooper's guidance we see how the various toothed parts of a typewriter are cut, see star wheels and escapement wheels drilled with the nicest precision, watch decimal tabulator racks notched by scores of small circular saws, all the same size, all revolving on a single shaft.

So interesting is all this that, before we realize it, it is time for the day's work in the factory to end. Returning again to the ground floor, we are caught in the swirl of homeward bound workers and get an impression of the large number of people employed here—some 4800 in all. As they emerge from the factory, auto traffic on Capitol Avenue is stopped and even street cars are held up. It is like the migration of a small city.

Before bringing to a conclusion any description of the Hartford works, mention should be made of those activities which are related not to the production of typewriters but to the benefit of employees.

Most of these activities center about the Underwood Elliott Fisher Social Club whose president is Charles Allen, assistant foreman in the automatic screw department. Growing out of the Underwood Foreman's Club, founded more than ten years ago, this organization has been expanded so that it now includes 240 executives, foremen, assistant foremen and clerks. Members pay very nominal dues but, as Mr. Allen pointed out, there is never any money in the treasury because as soon as funds accumulate, some sort of social function is held.

Club parties usually are given in the foremen's dining room in the plant—a large hall which the Company has set aside for the Club's use and in which a billiard and two pool tables as well as card tables have been installed.

Additional recreation facilities in the plant are four bowling alleys in the basement. Bowling tournaments are held frequently and a dozen or more trophies in a case in the dining room testify to the prowess of the factory bowlers.

But as we leave Hartford on the train later in the evening, it is not the recreational facilities which seem to us most impressive, nor the large amount of power consumed daily, nor the inventive ingenuity represented by the special machinery. Rather, what remains in our mind as remarkable is that all the diverse functions of this great factory are co-ordinated with such nicety that there is no intermittent slowing down and accelerating of the productive flow, no confusion, no hopeless snarling of the various lines of activity. Considering the hundreds of dissimilar parts that are made, the variety of raw materials involved, the different kinds of machinery, the great number of separate operations, it seems nothing short of miraculous that all these things can be so controlled and directed that the slightest action anywhere in the plant is related perfectly to other actions, and that when salesmen receive orders in the field, the whole complex organization moves smoothly to turn out the *world's best typewriters.*

This picture, taken at the bowling alleys in the Hartford works, shows, standing, left to right, E. P. Story, C. W. Campbell, works manager; W. C. Goodale, assistant works manager, and C. A. Allen; seated, left to right, C. D. Rice, W. A. Helmond, H. Pitz and W. A. Dobson.

Cut-prices on a competitor make of typewriter created a real difficulty in attempts to close a deal with the Gallagher School of Kankakee, Ill. So when A. J. Sieben, sub-branch manager at Joliet, at last received an order for fifty machines, his triumph seemed worthy of special observance. The machines, therefore, were loaded on a truck bearing a large banner, transported through the streets of Joliet, taken across country, and then paraded through the streets of Kankakee on a Saturday afternoon when the thoroughfares were thronged with town and rural shoppers. Those in the above photograph are, left to right, beside the truck, J. J. Nussbaum and Julius Hertko of the Joliet service department; on the sidewalk, E. N. Block of the Gallagher school, Miss Gallagher, Mr. Sieben and Marion Rickards, school athletic instructor.

OAKWOLD

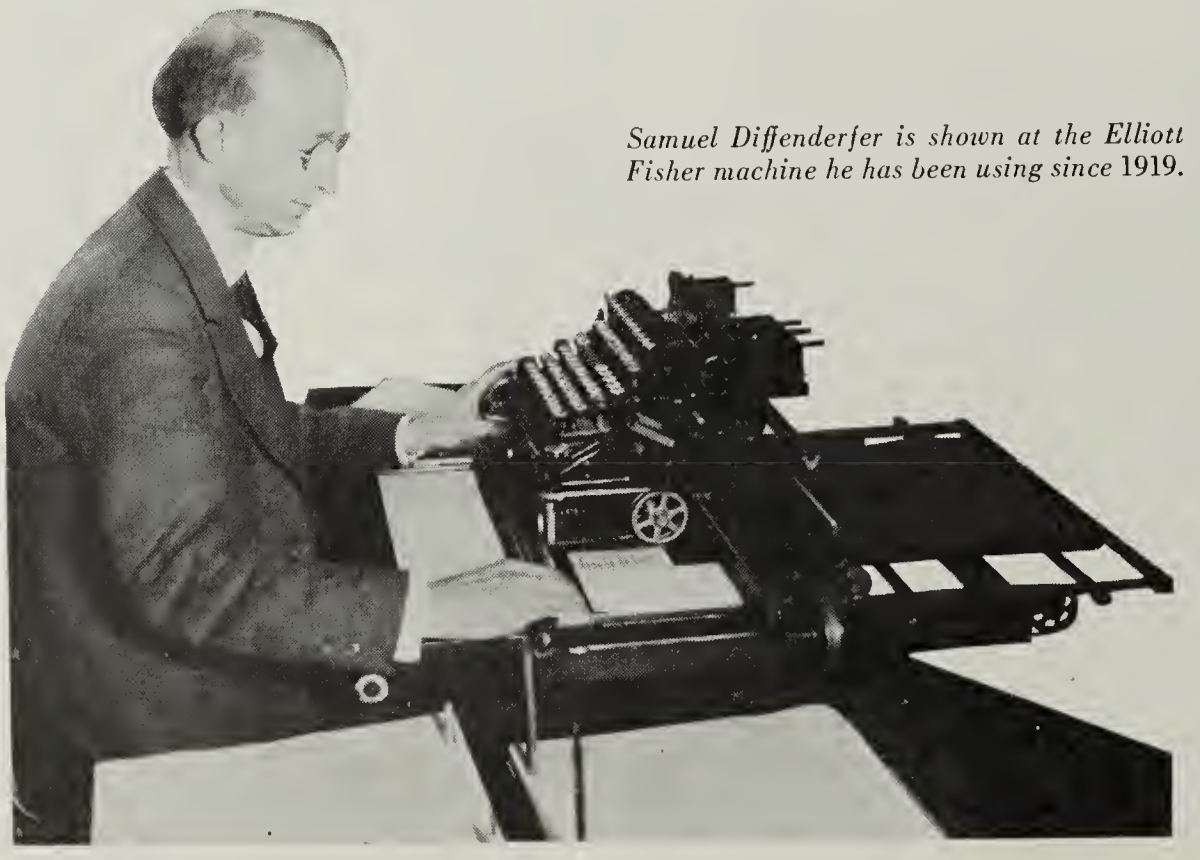
¶ The author of "Uncle Tom's Cabin" once had her residence where a UEF factory now stands.

A PART of the land now occupied by the Underwood Elliott Fisher factory in Hartford was at one time the site of *Oakwold*, home of Harriet Beecher Stowe.

In *Saints, Sinners and Beechers*, a book about the large, talented and extremely individualistic New England family, written by Lyman Beecher Stowe and recently published by Bobbs-Merrill, the building of this house by the author of *Uncle Tom's Cabin* is described.

According to the book, Professor Stowe, husband of Harriet Beecher Stowe, regarded the project with "unhelpful disapproval."

"He predicted," it is narrated, "that it would cost more than they could afford, which it did. The attempt to combine Italian architecture, conservatory, fountains and elaborate plumbing with New England climate made the establishment a permanent bonanza for the local plumbing fraternity. One night the water pipes burst over Professor Stowe's bed. Looking like an aged bedraggled Viking he burst out of his room with flashing eyes and bellowed: 'Oh, yes, all the modern conveniences! Shower baths while you sleep!' "



Samuel Diffenderfer is shown at the Elliott Fisher machine he has been using since 1919.

SINCE 1919

¶ Realty firm accountant gives interview to a Youngstown newspaper on an Elliott Fisher machine.

WHEN Samuel Diffenderfer, accountant with the Realty Guarantee & Trust Co., Youngstown, O., gave an interview to the *Youngstown Daily Vindicator* on the subject of an Elliott Fisher accounting machine which has been in continuous service with the firm since April 26, 1919, he praised the machine in glowing terms.

Besides mentioning the remarkable durability of this UEF product, he commented on its extreme flexibility.

"This single machine takes care of all our general and detailed accounting work," he said, "and is used for general ledger work, abstract accounts, receivable detail, securities detail, customers' accounts, trial balances, statements and miscellaneous clerical work for which a typewriter is generally used."

Mr. Diffenderfer went on to say that the operation of the machine is so simple that he acquired the ability to use it in very little time and with no special instruction.

"It never ceases to be a source of pride and satisfaction to everyone concerned," he continued, "to see perfect work turned out at a saving of time which we estimate at fifty percent.

"I think the Underwood Elliott Fisher Company should be complimented particularly on its prompt and efficient service. I doubt if it could be improved upon, as I have never lost any time in the past fifteen years due to repairs."

GIANT

¶ *Fourteen-ton replica of Underwood Standard typewriter is again in operation at Atlantic City exhibit.*

THE giant typewriter in the permanent Underwood Elliott Fisher exhibit in Atlantic City is writing again. Silent for about a year, the monster machine is once more clicking out the message of Underwood superiority in one of the nation's greatest playgrounds, a city visited annually by hundreds of thousands of business men and executives.

The exhibition typewriter, a picture of which is shown on page two of this issue of UEF NEWS, was first displayed to the public February 22, 1916. It was located originally in the Garden Pier and later was moved to the Atlantic City Auditorium. During the years its fame has spread around the world.

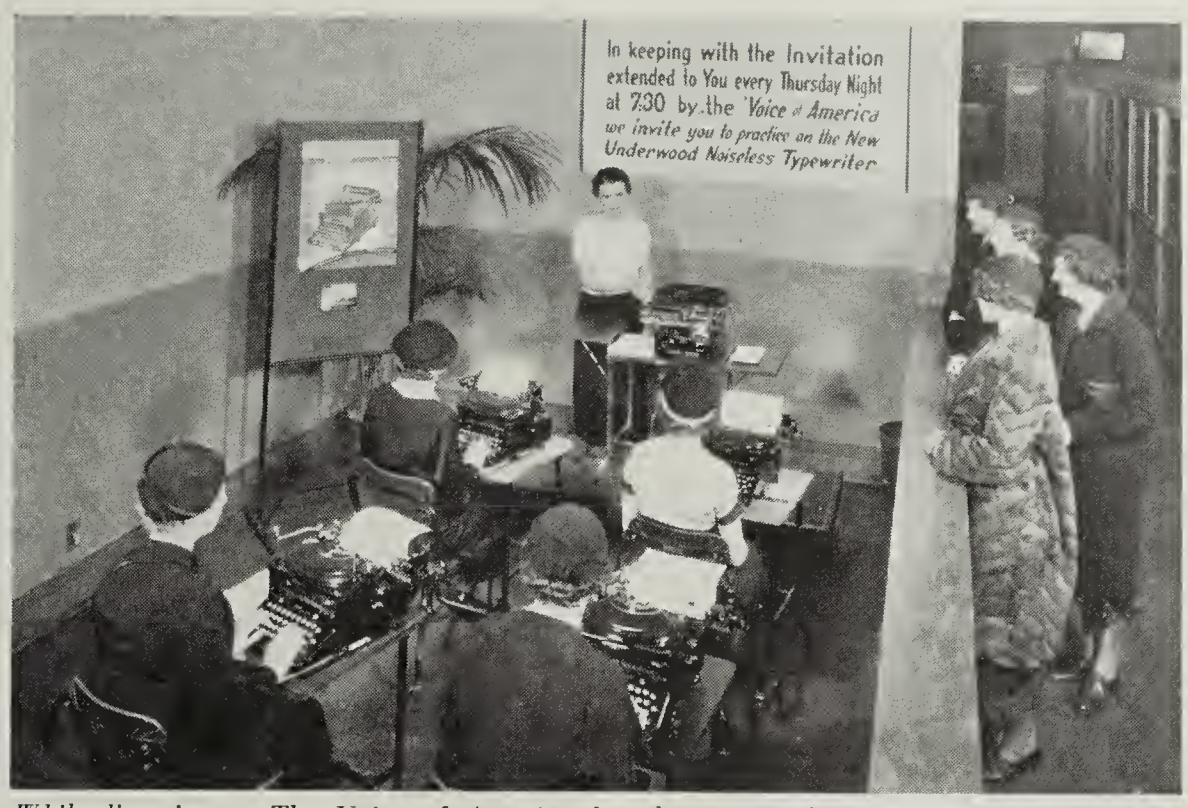
The machine is a 14-ton reproduction of an Underwood Standard model and has a cubic contents 1728 times as great. It took three years to build at a cost of $100,000. It is eighteen feet high and twenty-one feet wide. Typebars weigh forty-five pounds each, and the carriage weighs 3500 pounds. The platen is nine and one-half feet wide; the keycaps measure seven inches across.

It is operated electrically from a nearby control-typewriter of normal dimensions and writes in letters three inches high.

Century Of Progress Romance Leads To Altar

ALBERT TANGORA, former world's champion speed typist, came into the General Offices in New York the other day with his persistent smile a little wider than usual. The reason, it was soon discovered, was that while in Chicago the week before, presumably on a business trip, he had been married to the former Miss Virginia Martin of Evanston, a teacher in the High School at Watseka, Ill.

Bride *Groom*



While listening to The Voice of America *broadcast one night, Branch Manager F. C. Snow of Chicago conceived an idea for offering the public an opportunity actually to try the new Underwood typewriters. How he carried this idea into effect may be seen from the above photograph. Demonstrations are conducted by Miss Mary Lawler daily from 9 a.m. to 2 p.m. In the first week 296 stenographers accepted the invitation to see for themselves just how good the Underwood really is.*

Mr. Tangora's courtship of his bride was a "Century of Progress" romance. Last summer, when he was in attendance at the Underwood Elliott Fisher exhibit at the World's Fair, he noticed that very appealing music came frequently from a balcony immediately above the UEF display. One day the strains of *Star Dust,* played as he had never heard it played before, came floating down, and he decided to investigate.

He found that the dulcet music originated in the exhibit of the Baldwin Piano Co., and that the player was Miss Martin. Daily, while Mr. Tangora played the typewriter on the ground floor of the General Exhibits building, Miss Martin played the piano on the balcony above. Their somewhat similar virtuosities led to acquaintance; the acquaintance ripened into friendship, and friendship into matrimony.

Mr. and Mrs. Tangora will make their home in New York.

Bridgeport Bowlers Beat New Yorkers

A COUPLE of weeks ago eleven bowlers from the UEF offices in New York played a return match with the doughty pin-smackers of the Bridgeport works. A five-man team met, and was defeated by, the Bridgeport aggregation.

This is the second set-back the New York bowlers have received at the hands of the Connecticut sharp-shooters. Charles Duncan, secretary-treasurer of the Company, piloted the New Yorkers, but F. U. Conrad's lads overcame even this advantage of their opponents.

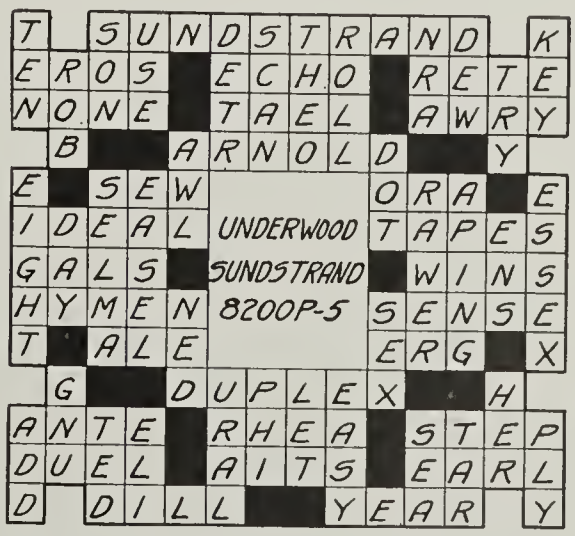
SUPPLY DRIVE

¶ *Los Angeles is out to get new supply customers; J. A. Johnson and H. F. Wagoner offer hats as contest prizes.*

A DETERMINED drive for supply business is being made by the Los Angeles branch and its three subbranches in Hollywood, Long Beach and Santa Barbara.

In the Los Angeles office forty-three new customers were gained during march, the greatest gain recorded in a single month in a long while.

In order to stimulate added interest for April, Branch Manager J. A. Johnson and Supply Manager H. F. Wagoner are jointly offering three straw hats, one each to go to that man in the adding machine division, the typewriter division and the accounting machine division who sells the highest percentage of his supply quota.



Here is the solution to the crossword puzzle in the April UEF NEWS.

FAMILY NEWS

Laurence Steuer, who began his career as an Elliott Fisher service man in Portland, Ore., in 1919 and who for the past six years has represented the typewriter division in California, has formed a sales agency partnership in Salem, Ore., with Dewey L. Short. The new agency succeeds that of Cooke & Short.

•

J. C. Frierson, who has been at the Greensboro, N. C., sub-branch for several years, has been transferred to Lancaster, Pa. N. L. Hackney, agent at Raleigh, has gone to Greensboro as sub-branch manager, and is being succeeded in Raleigh by H. K. Holmes.

•

The former Miss Grace Baxter of Lansing, Mich., for several years a school teacher in Detroit, became the bride of J. H. Kain, Detroit accounting machine salesman, April fourth.

•

Dwight S. Reed, sales agent at Cheyenne, Wyoming, has joined the Hole-in-One Club, most exclusive of golfing organizations. Playing in a foursome on the Welshire Country Club course in Denver, he sank his tee shot on the 167-yard ninth hole. A No. 5 iron was used for the drive.

•

J. R. Crosby, former accounting machine salesman in the Atlanta office, has been appointed adding machine agent at Savannah, Ga. F. E. Burchette is associated with him as mechanic.

•

Walter T. Tyson, who has had many years of sales experience with all lines of UEF products, has taken over the Macon, Ga., agency. N. C. Guthrie, who has been working as salesman and mechanic at Brunswick, Ga., is associated with him. New offices have been rented.

•

Roy Cromwell is a new member of the adding machine staff of the Rochester, N. Y., office.

•

Sam Hayes, who has been with the company so long he himself does not remember the exact number of years, has been moved in from Nashville's country territory and is turning in good orders.

•

A. L. Bridgeman of the Nashville branch recently answered a service call from the State Insane Asylum. An inmate asked him what he was doing there. "Oh, I'm a repair man with the Underwood Elliott Fisher Company," he replied, "and came out here to fix a typewriter." To which the inmate said, "Yep, I thought I was Julius Caesar when I first came here but they soon got that idea out of me."

•

Howard Poutie is a newcomer to the Buffalo bookkeeping machine division.

•

C. M. Jervis of the Charlotte, N. C., branch has been married to the former Miss Margaret Frances Riddle.

•

E. C. Pixley, branch manager at Rochester, N. Y.; H. J. Grimm, accounting machine division, and A. J. Williams, typewriter division, were guests in the Corning Glass Works at the casting of the twenty-ton mirror to be used as a telescopic eye in the Mt. Wilson Observatory, California.

Here is the response of R. C. Hofer of Basel, Switzerland, European sales director, to the challenge issued by C. Stevenson of the export department to see who in the UEF organization can take the best picture of a fountain. Mr. Stevenson's entry, published last month, was snapped in Paris, whereas Mr. Hofer's photograph was taken in the piazza before St. Peter's Cathedral in Rome at night. This photograph makes an interesting comparison with one which was published in the April issue of UEF NEWS in connection with an article on the Vatican and which showed the same fountain as seen from a different point. Other amateur photographers in the UEF family are urged to enter this unusual and informal competition. Pictures must be of fountains and must have been taken by the persons submitting them.

CONDOLENCE

¶ *President Roosevelt sends a personal letter to W. G. Bohnstengel extending sympathy at the loss of a brother.*

W. G. Bohnstengel, of the Evansville, Ind., sub-branch accounting machine division, was deeply moved when he received a personal letter of condolence from the President of the United States.

Mr. Bohnstengel's brother died in San Francisco after a short illness. The letter which came a few weeks later was as follows:

Walter Bohnstengel, Esq.,
Underwood Elliott Fisher Co.,
Evansville, Ind.

My dear Mr. Bohnstengel:

I have just learned of the death of your brother, Armin, and send you my deepest sympathy in your loss.

Very sincerely yours,

Franklin D. Roosevelt.

CLICKINGS

WILMINGTON, DEL., sub-branch office moved April twenty-fifth to new and spacious ground floor quarters.

•

THERE is an office in Philadelphia at which L. H. Hilliard, supply salesman, called regularly and where he regularly received nothing but abuse and brusque treatment. He kept wading in for more, however, and the other day got a signature on the dotted line for $750 worth of carbon rolls and sheet carbon.

•

W. J. HARE, typewriter salesman at Philadelphia, recently sold two Underwood Noiseless machines equipped with a ribbon two-thirds black and one-third hectograph. He says the purchasing company reports these machines are producing the best hectograph copies ever made with any typewriter in its office.

•

W. R. MCDOWELL, Charlotte, N. C., branch manager, reports that the sub-branch at Columbia, S. C., sold twenty-five Noiseless machines to a bank during March to make a total of forty sold to the one institution in the first three months of the year.

•

WHEN THE GOVERNOR of Oregon appointed a State Liquor Control Commission, the Commission in turn hired a certified public accountant to devise a system of accounting. Because he had a sharp ear to the ground, H. K. Ehrsam, Portland branch manager, learned of the hiring of the accountant on the very day he was retained and was able to have a conference with him before the news reached the ears of the "thundering herd." As a result, D. J. Mather, typewriter division; James Munro and Frank Aff, accounting division, and P. R. Mahoney, adding machine division, sold three Underwood Noiseless typewriters, two Elliott Fisher machines and an Underwood Sundstrand adding machine.

•

FOR MORE than a year Tom Fisher had been endeavoring to modernize the typing department of St. Teresa's Academy in Boise by adding some new machines. One day he arranged to give a lecture before the Academy's class in typing. He delivered a thirty-minute address and the next day called on the Mother Superior. He received an order for two model 6/11's.

•

ALTHOUGH four competitors were after the business, H. W. Reynolds was able to sell an Underwood Universal accounting machine to an auto insurance company in Grand Rapids, Mich., for sales statistical records with analysis of business written, cancellations, losses paid and net business by agents, and also with an analysis of reserves, claims paid and premium records.

•

RALPH HAEFNER, field director of the Typewriter Educational Research Bureau, has written a book to aid young children to learn to typewrite. It is called *Ted and Polly* and is published by Macmillan.

An Underwood Portable On The Rim Of The Arctic

FROM another far-flung outpost of the world comes additional evidence of the ability of Underwood typewriters to stand up under the most difficult conditions of climate and use.

The exhibit this time is a Portable machine purchased two years ago by A. J. Dalrymple, whose business it is to gather news of the far north, from James Gibson, UEF representative at Winnipeg.

Mr. Dalrymple lives at The Pas, Manitoba, and when he bought his machine he expressed some doubt that it would be able to withstand the strain of the particularly heavy type of newspaper work he would do on it. Since then, however, the Portable has traveled more than 30,000 miles in the sub-Arctic by tugboat, steamer, canoe, wagon, sleigh and freight train. Many times it has been subjected to extremes of temperature as Mr. Dalrymple moved from the coast of Canada into the interior toward Hudson Bay.

Recently it was overhauled and, according to its owner, is "as good as new." Previously it had received only two minor adjustments and these were due to, Mr. Dalrymple says, to the fact he was using as many as five carbons on every story for months at a time.

"Under ordinary usage," he told Mr. Gibson, "a machine like this should pound along for from five to ten years without any attention."

GREY WALLS

¶ *Typing contest is held in San Quentin prison under UEF supervision; one entrant uses a machine made in* 1900.

BEHIND grey prison walls typewriting speed contests develop as much interest as they do elsewhere.

Last month a contest was held in San Quentin Prison under Underwood Elliott Fisher supervision and produced some very satisfactory results. Forty men entered the competition. Preliminary elimination trials reduced this number to twelve.

Following the running off of the finals, Warden James B. Holohan said, "In most cases, sooner or later, our men are to be released and will need to have skill of the right kind in order to participate in society and earn an honest living. I wish to thank the Underwood Elliott Fisher Company for its interest in developing typewriting skill among our inmates.

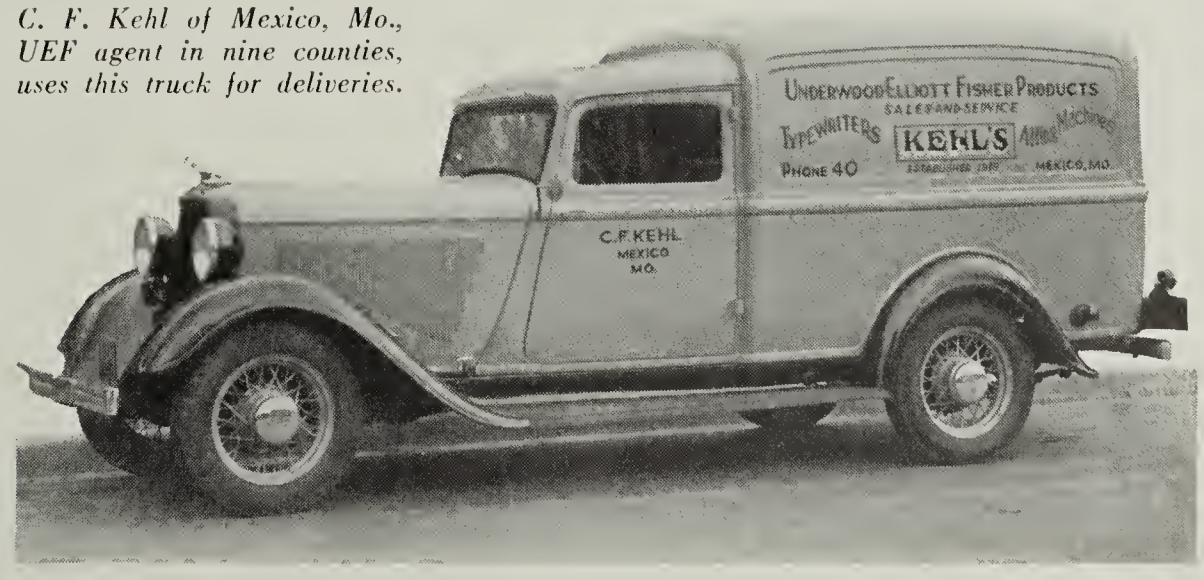
"The development of occupations in the United States has shown a marked trend upward in clerical assistants, and it is believed that typewriting is becoming almost a universal equipment for men in business and elsewhere. This prison is doing its utmost to provide men with the foundations of a useful education."

An interesting detail of the San Quentin contest was that a thirty-four-year-old Underwood was used by one of the entrants. This news was contained in a letter to the General Office from an inmate. The letter read, in part:—

"This smooth running machine was manufactured in 1900 and has been in daily use for more than thirty-four years. However, it will require no more than the average precautionary conditioning before being used in the coming speed trials. This relic seems to have resigned itself philosophically to a 'life jolt' in historic old 'San Quentin-by-the-Sea' where it plugs along in the service of the state, just doing 'easy time.'

The letter was signed "A Reporter Who Made A Mistake."

C. F. Kehl of Mexico, Mo., UEF agent in nine counties, uses this truck for deliveries.



SEZ YOU

Walsh • Vance • Harper

IN awarding the $5.00 prize for the best contribution to the May Sez You *column, I was torn between two impulses. Naturally the letter which had the greatest appeal for me was the one received from R. B. Vance of Atlanta. There was a danger, however, that if the prize were given to him, the impression might get abroad that I was purchasing praise and that the cheers weren't entirely authentic. So, to avoid even the appearance of attempting to organize a claque, the check goes this month to A. G. Walsh of Sacramento. This may be tough on Mr. Vance but it enables me truthfully to say regarding his letter, "Not one cent was paid for this testimonial." Seriously, however, Mr. Walsh's contribution deserves unqualifiedly to be a winner, and I hope the $5.00 eases somewhat the sting of his loss at the hands of a paper-hanger.*—The Editor.

Rubber

WE NOMINATE AS THE MOST INTERESTING SALE OF THE MONTH:

The sale of (specify products)—A rubber check to the Sacramento branch manager.

By (salesman's full name)—"Charlie Myer", representing himself as a member of a Hollywood fur concern.

To (customer)—A. G. Walsh.

How sold (how prospect was secured; competition overcome; deciding factor in sale)—He found me and I fell for his line, his credentials, if they were his, indicating he was incapable of fraud. His appearance was good, his manner convincing.

Comment (unusual angles; why sale was noteworthy)—I am passing on this information, not because I am proud of being sold a rubber check for a Junior Portable but because my experience may eliminate a similar occurence with "Charlie Myer."

Being depicted as reclining on top of a coach apparently asleep (see January issue UEF NEWS) gives one the impression that our editor and artist are psychic to some extent although I am convinced they would have been closer to the truth if they had shown me draped over the dashboard.

A. G. WALSH.

Manager
Sacramento, Calif.

Charleston

Month after month I have read in UEF NEWS somebody's bragging about the climate or good fishing where he lives. I am no writer, but when I have my feet parked under an Underwood all I have to do is think and I can depend on the Underwood to do the rest.

I am not bragging, but I wish to set forth some interesting facts about Charleston, S. C.

Charleston is "America's Most Historic City" and lays claim to the greatest number of "firsts" of any city in the country.

The first independent government established in America was set up in Charleston by the Provincial Congress meeting in July, 1774.

The first time a British flag was replaced by an American flag was in Charleston in 1775.

At Fort Moultrie the first decisive victory of the Revolution was gained in 1776 when British naval and land forces under Sir Peter Parker were repulsed.

The first cotton to be sent from the colonies was sent to England in 1784.

The first steam locomotive ever operated with passengers and freight was *The Best Friend* from Charleston to Hamburg, S. C., in 1831.

The first attempt at fireproof construction in America was the Fireproof Building here. It was designed by Robert Mills, designer of the United States Treasury building and the Washington Monument and was completed in 1822.

In 1736 the first fire insurance company in America was started here.

The first prescription drug store in America began operation in Charleston in 1780.

The first apartment house in the United States was constructed here in 1800.

The first Masonic Lodge in America, Solomon No. 1, was organized in Charleston and here in 1801 the Scottish Rite of the World was founded.

The first shot of the Civil War was fired from Fort Johnson at Fort Sumter in Charleston harbor.

The first legitimate theater in the United States was the New Theater where *The Orphan* was performed in 1735.

In addition, in the UEF NEWS I have noted with interest that a number of representatives of the organization have had their pictures published displaying small fish. A fisherman in these parts would not have the nerve to take such fish from their mothers. Seriously speaking, we have a fisherman's paradise. Within ten miles of here there are no less than ten rivers where you can catch anything from a crab to a whale.

Charleston is noted the world over for its old architecture and its southern hospitality to say nothing of the magnolia gardens of which John Galsworthy wrote. "It is a kind of paradise which has wandered down, a miraculously enchanted wilderness."

Finally, Higdon & Harper, Underwood representatives in Charleston, are proud that ninety-four per cent of all typewriters used in this city are Underwoods.

J. J. HARPER.

Sales Agent
Charleston, S. C.

Not One Cent Was Paid

You are certainly to be congratulated on your splendid March issue. I thoroughly enjoyed reading it from cover to cover, and in my opinion, it is unquestionably the best issue you have published to date.

I just want to let you know how I feel about this splendid little magazine.

R. B. VANCE.

Manager
Atlanta, Ga.

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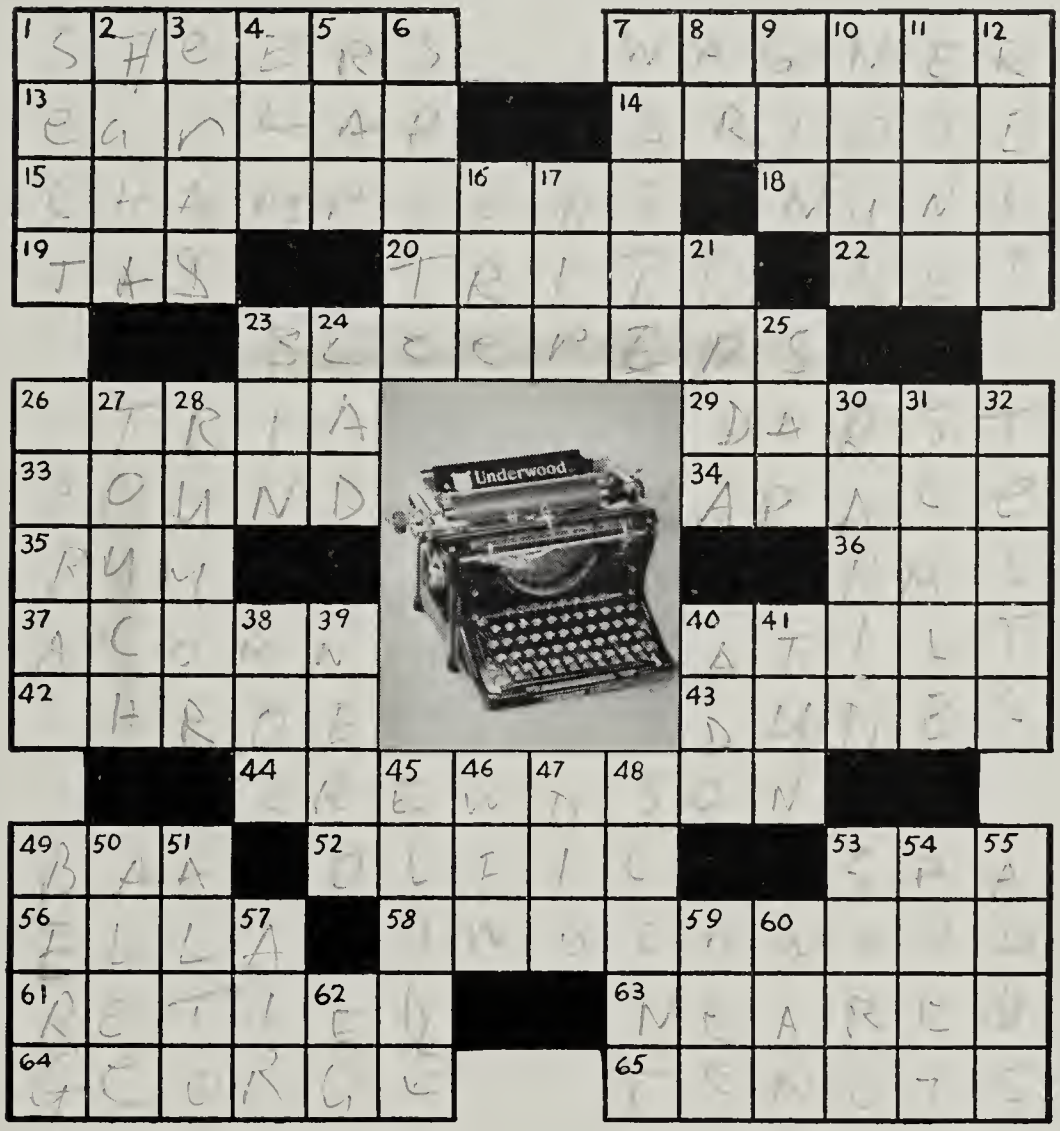
Export
C. Stevenson.

Service
George Bender.

Crossword Puzzle

There are several tricky definitions in this month's bigger and more difficult offering, so keep your eraser handy when you try to do it



ACROSS

1. Swerves.
7. Inventor of front-stroke, visible writing machine.
13. Cover for the ear.
14. Characterized by melody as distinguished from harmony.
15. "The machine of——"
18. Religious women.
19. Island in Pacific. (Abbr.)
20. Commonplace.
22. To make a clear profit.
23. Railroad cars for night travel.
26. Stripe. (Botanical.)
29. Old form of "dare."
33. English monetary unit.
34. Swiftly.
35. Welcomed back from Cuba and Jamaica after a 15-year exile.
36. A. J. Dalrymple (see page 15) lives here.
37. Great oaks grow from these.
40. Charge with a lance.
42. Spasm.
43. Dandies.
44. Sales manager for pictured product.
49. Cry of a lamb chop on the hoof.
52. Derived from oil.
53. Watering place.
56. Feminine name.
58. Pictured product.
61. What is often done to a shoe string.
63. Approached.
64. First name of world's champion speed typist.
65. Doctrines.

DOWN

1. Religious group.
2. Exclamation of amusement.
3. Periods of time.
4. Tree.
5. A sentence. (Underworld slang.)
6. Malice.
7. What successful salesmen don't do to time.
8. Arrive. (Abbr.)
9. It gives Tom Collins authority.
10. Substantive.
11. A class of slave among the Anglo-Saxons.
12. Repose.
16. Metal-bearing rock.
17. Small drink.
21. Goddess of earth.
23. Evil.
24. Youth.
25. Eat.
26. Small fish.
27. This is light on the pictured product.
28. "Oh, I heard! Yes, I heard!"
30. Fast.
31. Helpful in centering. (Part of product.)
32. Now being welcomed by teachers and students.
38. Fabulous bird.
39. Prominent Roman fiddler.
40. "Much—about nothing."
41. Vat.
45. Evade.
46. Tumor.
47. Katy ——.
48. Fragrance.
49. More ice than is needed for a cocktail.
50. On sheltered side.
51. Between a tenor and soprano.
53. Painful.
54. L. A. Weitz. (See March UEF NEWS, page 16.)
55. Sums up.
57. Everyone needs it, but a salesman doesn't like to be given it.
59. Portugese coin.
60. Pale.
62. For example.

FENNER & BEANE, NEW YORK STOCK EXCHANGE HOUSE

"Out from the Shadow of the Pen!"

Foolish, isn't it...to put speed behind production ...boundless energy back of salesmanship...and then to clog up the all-essential channel of accounting with old-fashioned pen and ink.

Fenner & Beane, noted New York Stock Exchange House, switched to Underwood Accounting Machines ten years ago. Today, fifty-one of these machines...in the customers' bookkeeping department...in the sales and purchasing departments... keep pace with every demand of a fast moving business. They not only attend to routine matters of accounting, but they provide daily balances and keep up-to-the-minute figure facts constantly on tap.

Underwood Elliott Fisher produces an accounting machine model for every purpose. When an Underwood Elliott Fisher Representative recommends a machine to you, therefore, you may be certain that it is the best for your particular job. And one thing more...you may be sure that Underwood Elliott Fisher service will be back of it always.

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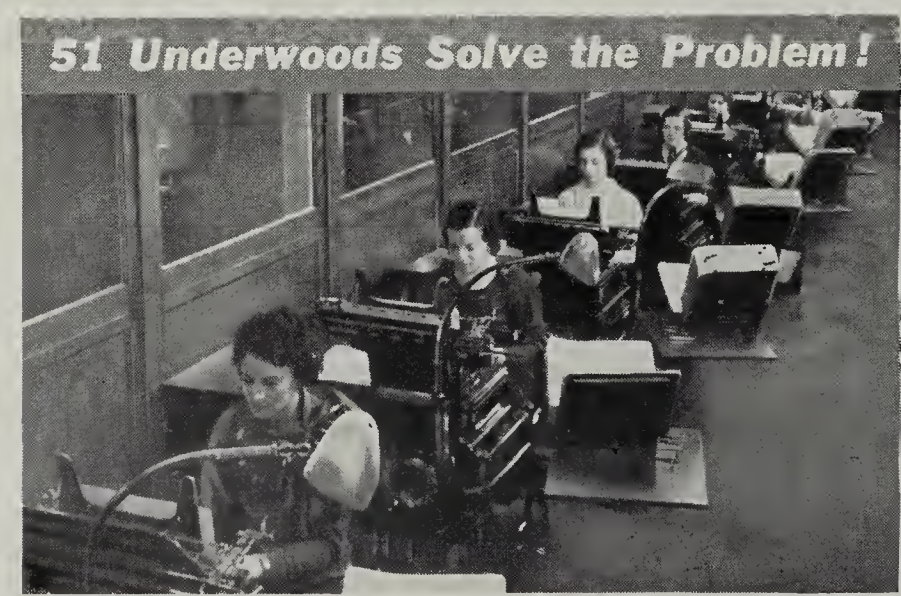

Mr. W. P. Baker, Comptroller of Fenner & Beane, writes: "For ten years we have used Underwood machines exclusively. They are both dependable and adaptable to the work required. The total now in use is fifty-one."

NRA WE DO OUR PART

UNDERWOOD ELLIOTT FISHER

Speeds the world's business

ACCOUNTING MACHINES

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